

## **BRACELET NEWS**

### ***BRACELET TO EXHIBIT AT TEXAS LIBRARY ASSOCIATION (TLA) SHOW IN APRIL (4.8.08)***

Bracelet's book, movie and lesson plans will be exhibited at the TLA in mid-April in Dallas. Author Casey Kelly will attend to sign books.

### ***BRACELET CONTINUES TO ADD SCHOOLS (4.1.08)***

*The Bracelet of Bordeaux* is being adopted by a growing number of teachers and librarians, as marketing efforts have expanded outside the Houston area. "The book, movie and lesson plans have been warmly received, and teachers currently using the materials are indicating that they will use them again next school year," said Frank Eakin, president of Eakin Films.

### ***14th ANNUAL AUSTIN FILM FESTIVAL ANNOUNCES "BRACELET" AS OFFICIAL SELECTION; MOVIE TO SCREEN IN MID-OCTOBER (9.9.07)***

*The Bracelet of Bordeaux* has been selected by the prestigious Austin Film Festival. Barbara Morgan, Executive Director of the festival, said, "This year we received a record number of entries and we are pleased to recognize your film as among the very best."

### ***BRACELET TO SCREEN AT HOUSTON CHINESE COMMUNITY CENTER (9.1.07)***

Eakin Films announced that *Bracelet* will be screened at the Chinese Community Center's new facility in Houston on Sept. 22nd from 5 to 7 pm. The CCC services over 7,000 families annually. For tickets and information, call 713-271-6100, Ext 102.

### ***EAKIN FILMS RELEASES "FIRST EVER" BOOK-DVD COMBO AND ANNOUNCES MAGICAL MYSTERY BOOKSTORE TOUR (8.25.07)***

*The Bracelet of Bordeaux*, a children's mystery adventure, is now a new breed of entertainment product with its launch at Barnes & Noble and Borders stores in Texas. For the first time in the history of the film and book industries, a full-length feature film and a novel are packaged together, debuting simultaneously as a **Book-DVD** combo. *Bracelet's Magical Mystery*

**Book-Movie Tour** will be featured at bookstores, special educator events, church events, and major non-profit community screenings.

The concept behind the Book-DVD is to encourage literacy in young people. "A young reader will be able to read the book, then watch the movie," said Producer Frank Eakin, president of Eakin Films, which has been developing the product for over three years. "The book adds depth and a new dimension to the home movie viewing experience. In our tests, children and parents found our *read-it and watch-it* model to be fun and engaging. A parent can offer the movie as an incentive to read the book, or children who don't read easily may be motivated to read the book after seeing the movie, thus enabling them to practice reading skills." Eakin said that teachers and librarians in numerous Houston-area school districts have introduced *Bracelet* to their classes during the product's market test. Maria Falcon, librarian at Oak Ridge Elementary, said, "*Bracelet* is an exciting modern-day adventure story that appeals to kids of all ages. Our teachers have been excited about using the book, movie and lesson plans."

A set of free, professional, downloadable lesson plans for teachers were launched in the Educators section of the production's website at: [TheBraceletOfBordeaux.com](http://TheBraceletOfBordeaux.com). Sara Kuhn, EdD., a professor of reading and writing who consults with middle schools in language arts, produced the educational materials.

Authored by career WGA writer and playwright Casey Kelly, the 125-page novel has the elements "tween" readers love: magic, mystery, adventure, friendship and laughs. The movie is targeted to ages 6 to 12, and the mid-grade book is targeted primarily to grades 4 to 6 for independent readers, and 1 to 6 for family or group reading.

The prestigious American Film Institute International Film Festival (AFI-Dallas) chose the movie as an official 2007 selection for its Family Program, and it has played in major children's festivals in the U.S. and Europe. The film was granted the "Family Approved" seal of the Dove Foundation and was endorsed by the Coalition for Quality Children's Media.

***BRACELET HOUSTON PREMIER: AUG. 23, RIVER OAKS THEATRE (7.23.07)*** The *Bracelet of Bordeaux* will premier in Houston at the beautiful River Oaks Theatre as part of a special benefit for the Texas Motion Picture Alliance, Women in Film/Houston, and Save the Theatres.

***BRACELET SELECTED FOR TOUR OF LIBRARIES AND CHILDREN'S MUSEUMS (7.10.07)*** Bracelet is honored to be selected by the Coalition for Quality Children's Media's (Kids First) tour of libraries and children's museums from October to December, 2007. Cities and tour dates to be announced soon.

***BRACELET OFFICIAL SELECTIONS FOR FIRST HALF OF 2007 (7.3.07)*** Eakin Films announced that Bracelet was selected by the following festivals between January and June, 2007: American Film Institute Int'l Film Festival, Zlin Int'l Film Festival (largest children's festival in Europe), San Diego Int'l Children's Film Festival, Los Angeles Jewish Film Festival, and Desert Jewish Film Festival.

***BRACELET GRANTED "FAMILY APPROVED" SEAL BY DOVE FOUNDATION AND "ENDORSED AND APPROVED" SEAL BY KIDS FIRST (7.1.07)*** Eakin Films is proud to announce that Bracelet has been granted the "Family Approved" seal of the Dove Foundation, and the endorsement and approval of Kids First. These distinguished organizations evaluate films targeted to children.